



MyPyramid PodCasts

MyPyramid Podcast #7: Partnering with MyPyramid Part 1: Purchase

Brian Wansink: Hi I'm Dr. Brian Wansink, the Executive Director of the USDA's Center for Nutritional Policy and Promotion. If you're like a lot of Americans, you really get confused about how to eat healthier. Take a friend of mine. The other day we were having lunch, and here's what happened.

Brian Wansink: [to Pizzaman] Hey, man, mind if I join you here? Wow what a surprise! Pizza again!? Have you ever heard of the phrase "you are what you eat"? Pizza's great, and I love it, but you need to have some variety in what you eat day to day.

Pizzaman: Well, it's just hard and confusing to try and eat healthy. I know I'm going down the wrong road, but what am I supposed to do?

Brian Wansink: Well let's get you on the right road – it's the road to Healthville. There's a lot of innovative ideas out there that can help you wherever you purchase food and prepare food, and wherever you work and you play. Well let's think about the first stop on the road to Healthville – it's where you purchase food. What happens when you typically purchase food?

Pizzaman: Hmm... when I purchase food? Grocery stores are so confusing and chaotic – I never know what to buy. I can't even seem to find where to buy the toast! There's so much dog-gone information out there. I never know what's really healthy and what isn't. I have no idea what I'm doing in the store. It's no better in restaurants either. I never know what's healthy and what's not, so I just always order the same thing... pizza! Brian, it's just a real hassle for me to even try and shop healthy. What would you do?

Brian Wansink: [to the viewer] Well, purchasing food isn't always easy, but some of our Corporate Challenge partners have ideas to help. Some companies are using new packaging that shows how the product contributes to MyPyramid food groups – to help you make healthier choices. They are also developing new products with more whole grains, fruits, and vegetables. Grocery stores are promoting MyPyramid through aisle displays, in-store announcements, and brochures with coupons. To help you purchase food in restaurants, companies are providing meal options that include all food groups, and they are making their nutritional information easier to find and to use. But how could you use these ideas when you're shopping? Here's a few tips: Shop smart by sticking to a list and comparing nutrition facts on products. This will help you fill your cart and make the smart choices that you actually need. In the store, go for whole grains, look for the ready-to-eat veggies, and choose seasonal fruits. You can also make smart choices when eating out. Keep portion sizes small by ordering an appetizer-size portion of an entrée or choosing smaller burgers and sandwiches instead of the deluxe versions. If your order is larger than you need, take the leftovers home and enjoy them later. Check for information on the nutritional content of menu items, or look for healthier alternatives on the menu. These are just a few of the ideas to help you get started with purchasing foods more wisely. What do you think about that, Pizzaman?

Pizzaman: Hey, those are great ideas. So that helps me with purchasing food, but you know I still have problems preparing food...

Brian Wansink: Hmm... did Pizzaman say "preparing food"? Tune in next time to see how we can help Pizzaman and you in the kitchen! In the meantime, check out MyPyramid.gov for some other great ideas.

